

## ABSTRACT

An electronic commerce system that enables people to capture their desires and helps to facilitate fulfillment of these desires. The system allows for creating and maintaining lists that include items desired by system users. Client devices and kiosks located at or near a merchant 5 location are connected to an electronic network for collecting data relating to the desired items. A server receives the data relating to the desired items and a data storage device coupled to the server stores information relating to the desired items. The server transmits information to a requesting party to enable that party to view the lists. Also provided are systems and methods for adding information to the lists, finding and fixing non-functioning URLs, and for the splitting the 10 economic value of originally enticing consumers to desire an item from the economic value of enticing or enabling consumers to purchase that item.